ABSTRACT

A video broadcast system includes a broadcast source that broadcasts a video stream and provides accompanying supplemental data files. Each supplemental data file is an HTML file having instructions for rendering a hyperlink overlay on the video stream. A receiver is configured to receive the video stream and accompanying supplemental data files and to display the hyperlink overlays in conjunction with the video stream. The overlays are designed having backgrounds of a pre-determined value which is used as a color key in receiving equipment. Specifically, the receiving equipment is configured to render video only in display areas that are set to the color key value. Thus, the video stream is rendered "behind" the hyperlink overlays, and the backgrounds of the overlays appears transparent. Control data is provided with the HTML files to indicate when the overlays should be rendered and to provide other instructions on how the HTML files should be handled by the receiving equipment.